

Benedikt Vogler

Visual Designer

Contact

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Education

UI Design Certificate

Career Foundry, Nuremberg

May 2023 – Aug 2023

B.A. Design

TH Nuremberg Georg Simon Ohm

March 2010 – Jun 2014

Prof. Trained Photographer

H&S Werbefotografie, Königsbrunn

Oct 2005 – Jul 2008

Tools

Adobe Creative Cloud

Figma

Balsamiq

Capture One

Affinity Suite

MS Office

Google Workspace

Languages

German (native)

English (B2)

Summary

Visual Designer in the fields of photography, digital imaging and UI design. Experienced in working across a diverse field of digital media and imaging. Open-minded professional with prudent communication skills, high empathy, and a thorough sense of collaborative teamwork. Curious about people, their behaviour and how to solve problems they have in the digital world. Eager to deepen his expertise with a job in user-centric design.

UX/UI Projects

Career Foundry UI Program

May 2023 – Aug 2023, 4 Months

- Moneta, App Concept Design: Creating a fintech money-saving app which helps users to save for certain goals, including the visual design of an advertising web landing page.
- QueueU, App Concept Design: Solving a real-life problem with a iOS/Android app in the form of a digital queueing service.
- Simmerly, Responsive Web App Concept Design: Full process of user experience and user interface design for a recipe web app with a mobile-first approach.

Expertise

UX /UI Design

Wireframing and Prototyping

User Research and Testing

User Flows

Style guides

Design systems

Mock-ups

Commercial photography

Photo design

Studio Lighting

Raw data processing

Retouching

Work Experience

Marketing Designer

Café Kraft GmbH, Nuremberg

Dec 2019 – Mar 2023, 3.3 Years

- Responsible for designing and delivering all digital and analogue advertising material.
- Establishing a cost- and time-efficient workflow for in-house fashion- and commercial photography, resulting in a consistent overall appearance.
- Creating and coordinating a new brand identity for the inhouse fashion label including the relaunch of the online store.
- Planning and coordinating inhouse events and sponsored partner campaigns.

Commercial Photographer

Self Employed, Nuremberg

Jul 2014 – Nov 2019, 5.4 Years

- Working as a photographer for clients like Adidas, Puma and Apollo Optik
- Long-term documentation of architectural projects in historical building renovations for architectural award submissions.
- Co-creating a creative studio space with like-minded colleagues from different design fields for co-working and professional exchange.
- Freelancing for B2B clients in high peak seasons on projects, bringing in expertise and consulting.

Student Assistant 3D Design

TH Nuremberg Georg Simon Ohm

Mar 2013 – Jul 2013, 5 Months

- Teaching 3D software to junior students at the design faculty.
- Open Q&A sessions and providing project-based support for technical problems.

Commercial Photographer

H&S Werbefotografie GmbH

Aug 2008 – Feb 2010, 1.5 Years

- Commercial photographer and digital photo editor in the fields of lifestyle, furniture and hospitality industry supplies.
- B2B customer communication and inhouse project planning as a substitute project manager/personal assistant to management.